

Facebook Page Insights

Facebook Page Insights

Insights provide info about your Facebook Page, such as demographics about your audience and how they are responding to your posts.

- We use our Facebook Page Insights to learn what type of posts get the most engagement and to see when our audience is on Facebook.

The screenshot shows the Facebook 'Manage Page' interface for the 'Coursenvy' page. On the left is a sidebar menu with options: Home, Manage Shop, Ad Center, Inbox (42 new comments), Leads Center (254 new), Resources & Tools, Creator Studio, Manage Jobs, Notifications (109 new), **Insights** (highlighted with a red arrow), Publishing Tools, Page Quality, and Edit Page Info. At the bottom of the sidebar is a 'Promote' button. The main content area shows the page header with the Coursenvy logo and name, followed by a cover photo featuring a laptop keyboard and promotional text. Below the header is the 'Insights' section for the last 28 days (Oct 6 - Nov 2), displaying three metrics: People Reached (20,933, +64%), Post Engagements (956, +70%), and Page Likes (136, +5%). To the right of the insights is a 'Create Post' section with options for Photo/Video, Get Messages, and Feeling/Activity, along with buttons for Live, Event, Offer, Job, and others. A 'PINNED POST' is also visible at the bottom right.

Metric	Value	Change
People Reached	20,933	+64%
Post Engagements	956	+70%
Page Likes	136	+5%



Coursenvy · Page Insights

Page Insights

Overview

Followers

Shops

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Messages

Promote

Page Summary Last 7 days

Export Data

Results from Oct 28, 2020 - Nov 3, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

October 28 - November 3

1

Total Actions on Page ▼ 88%



Page Views

October 28 - November 3

121

Total Page Views ▼ 34%



Page Previews

October 28 - November 3



We have insufficient data to show for the selected time period.

Page Likes

October 28 - November 3

27

Page Likes ▼ 39%

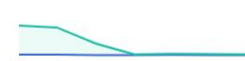


Post Reach

October 28 - November 3

5,826

People Reached ▼ 59%



Story Reach

October 28 - November 3

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

October 28 - November 3



We have insufficient data to show for the selected time period.

Post Engagement

October 28 - November 3

237

Post Engagement ▼ 59%



Videos

October 28 - November 3

22

3-Second Video Views ▼ 78%



Page Followers

October 28 - November 3

29

Page Followers ▼ 38%

On this "Overview" page you will see organic and paid results from the date range you select.



Page Insights

Overview

Followers

Shops

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Stories

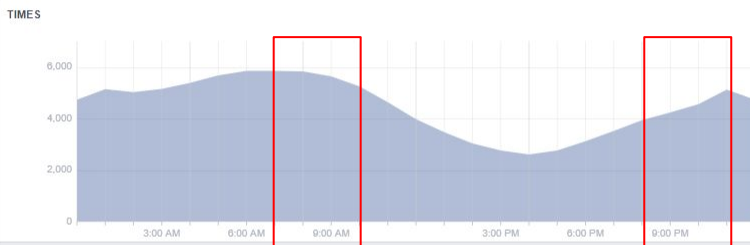
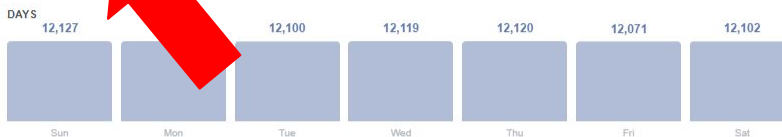
People

Messages

Promote

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.



All Posts Published

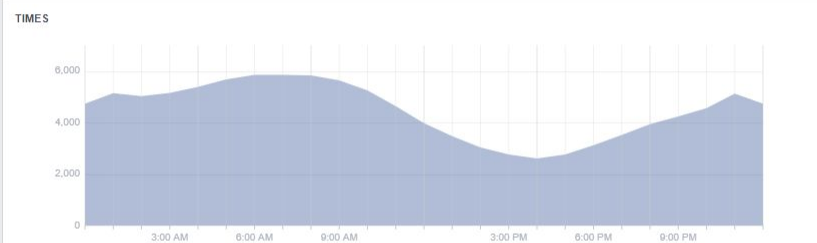
Create Post

Reach: Organic / Paid						
		Post Clicks		Reactions, Comments & Shares		
Published	Post	Type	Targeting	Reach	Engagement	
11/02/2020 10:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	📄	🌐	40	2 1	
11/01/2020 10:00 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	📄	🌐	41	2 1	
10/31/2020 6:09 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	📄	🌐	58	0 0	
10/29/2020 1:00 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	📄	🌐	61	1 0	
10/28/2020 2:08 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	📄	🌐	82	1 0	

Navigate to your Facebook Page → Insights → Posts

For my clients, I see the best results posting twice a day at 8-9am and 9-10pm

- On the “Posts” page of your **Page Insights**, you can review all your Posts to see which ones resulted in the most engagement. Every niche is different, so test varying videos, images, and text to see what your audience engages with the most.
- Another great feature on this page is “Times” so you can tell when your fans are online and when you should schedule your posting (you can schedule posts via [Creator Studio](#)).



All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
11/02/2020 10:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	40	2 1
11/01/2020 10:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	41	2 1
10/31/2020 6:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	58	0 0
10/29/2020 1:00 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	61	1 0
10/28/2020 2:08 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	82	1 0



Coursenvy · Page Insights

Page Insights

Overview

Followers

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Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Messages

Promote

Your Fans Your Followers People Reached **People Engaged**

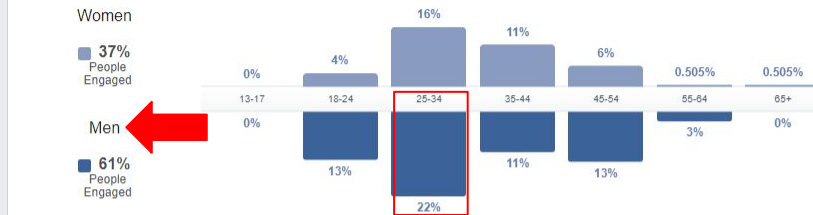
The number of People Talking About the Page by user age and gender. This number is an estimate.

Women

37%
People Engaged

Men

61%
People Engaged



Country	People Engag...
United States of America	61
India	20

City	People Engag...
------	-----------------

Language	People Engag...
English (US)	122
English (UK)	50

- Next, click the “People” option in the left sidebar of your Page Insights page.
- Here you can learn more about your Fans, Followers, and about the People your Reached and who Engaged.
- This is great info for shaping your future ad campaigns. I know from analyzing these Insights that **men aged 25-34** engage the most with our Facebook page. So why waste ad spend targeting everyone when we know what demo equals results!



Page Insights

- Overview
- Followers
- Shops
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Stories
- People
- Messages

Promote

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Add Pages

Page	Published	Posts This Week	Engagement
Khan Academy	10/29/2020 6:07 AM	And would we ever steer you wrong? 🤔 (No. The answer is no.)	252
Coursera	10/28/2020 8:32 AM	Lauren Parker found her true calling in #IT through the Google IT Support Professional Certificate.	80
Udemy	11/04/2020 3:47 PM	This is a super-common question students ask of #DataScience expert and Udemy instructor Jose	14
edX	10/31/2020 11:26 AM	If you could create your own online course, what would it be called?	326
Khan Academy	10/29/2020 11:00 AM	We are going live for Homeroom with Sal this Thursday at noon PT / 3 pm ET! Join us - be a	263

All Posts Published

Create Post

Published	Post	Type	Targeting	Reach	Engagement
11/04/2020 11:10 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	23	10
11/02/2020 10:09 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	51	21
11/01/2020 10:09 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	50	21
10/31/2020 6:09 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	65	00
10/29/2020 1:09 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Global	66	10

- Also on this page, click “Top Posts from Pages You Watch” in top navbar.
- Here you can add your competitors pages and stalk what posts are getting them the most engagement.
- So let’s click on this top performing Khan Academy post.



Search Facebook



Justin



Coursenvy · Page Insights

Page Insights

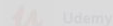
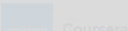
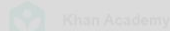
- Overview
- Followers
- Shops
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Stories
- People
- Messages

Promote

When Your Fans Are Online

Add Pages

Page



All Posts Published

Published

Post

11/04/2020

11/04/2020

11/02/2020

11/02/2020

11/01/2020

11/01/2020

10/31/2020

10/31/2020

10/29/2020

10/29/2020

Post Details



Khan Academy was live.

October 29 at 12:00 PM

We are going live for Homeroom with Sal this Thursday at noon PT / 3 pm ET! Join us - be a part of our community and ask questions. Hope to see you! Vivek Murthy information visit: [keeplearning.khanacademy.org](https://www.khanacademy.org)
For more information visit: [keeplearning.khanacademy.org](https://www.khanacademy.org)

Khan Academy is a nonprofit with a mission to provide a free, world-class education for anyone, anywhere. If you'd like to contribute, please visit: <https://www.khanacademy.org/donate...>



198

69 Comments 33 Shares



Coursenvy®

www.Coursenvy.com

Use these Top Posts as inspiration for your own posts as these big brands have entire marketing teams creating their content, so mimic what is working for your own brand!

Creator Studio Insights

- For a deeper dive into Facebook and Instagram post Insights, navigate to your Facebook Page **Creator Studio** and click **Insights** in the left sidebar.

<https://business.facebook.com/creatorstudio>

The screenshot shows the Facebook Creator Studio interface. A red arrow points to the 'Insights' link in the left sidebar, and another red arrow points to the 'Insights' link in the top navigation bar. The main content area displays the 'Insights' tab, showing a summary of video performance metrics for the period of October 20, 2020, to October 26, 2020. The metrics include Minutes Viewed (7), 1-Minute Video Views (1), 3-Second Video Views (8), Engagement (0), and Net Followers (43). Each metric shows a change from the previous 7 days. Below the summary, there is a detailed view of 'Minutes Viewed' with a bar chart and a 'Show by' section for post types.

Creator Studio

Create Post

Home

Content Library

Insights

Overview

VIDEOS

Performance

Loyalty

Audience

Coursenvy

Insights > Videos > Performance

Oct 20, 2020 – Oct 26, 2020

Posted

Metric	Value	Change from previous 7 days
Minutes Viewed	7	▲ 142%
1-Minute Video Views	1	▲ 0%
3-Second Video Views	8	▲ 0%
Engagement	0	▼ 100%
Net Followers	43	▲ 72%

Minutes Viewed

Oct 20, 2020 - Oct 26, 2020

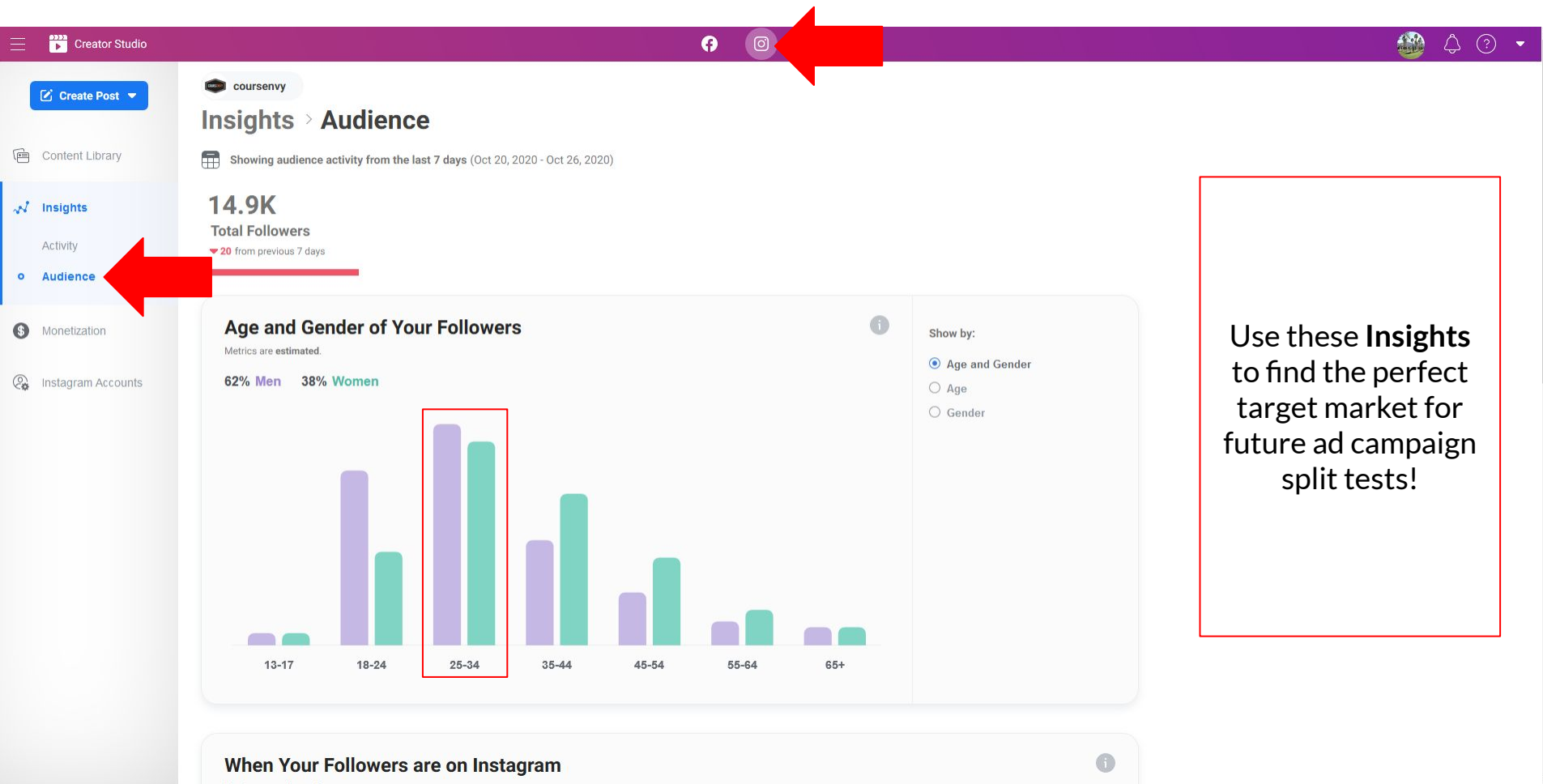
7 Minutes Viewed

6

Show by:

See how your different types of posts are performing

Organic 100%

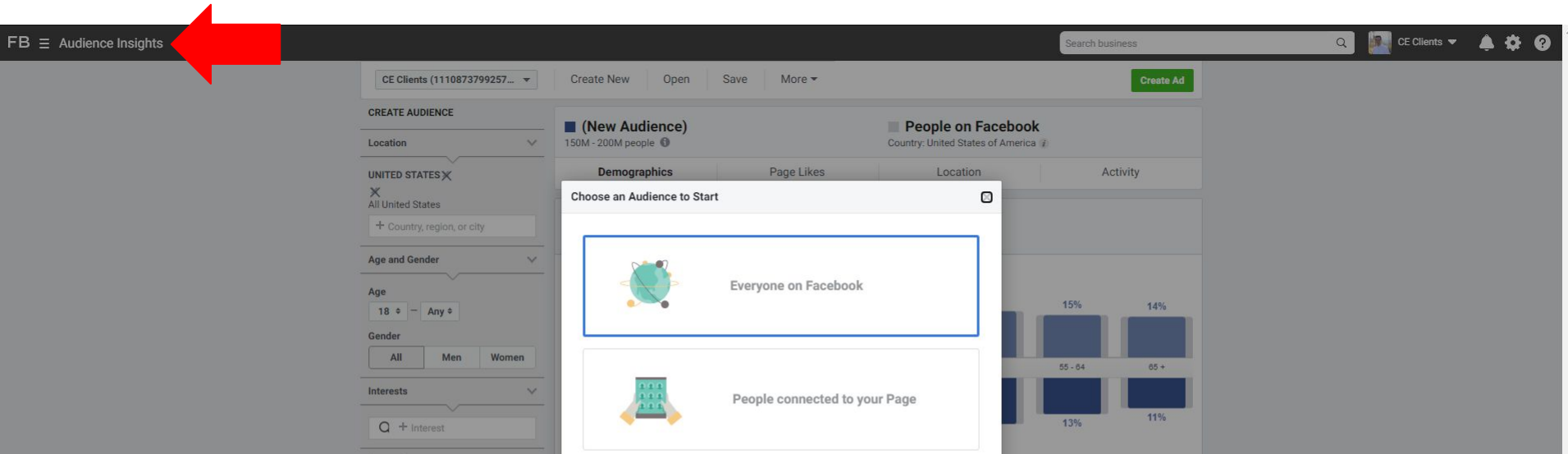


Use these **Insights** to find the perfect target market for future ad campaign split tests!

Audience Insights

Audience Insights

- On the Audiences Insights page, you can learn more about your potential target audience and who to target in Facebook ads. For example, we will find targeting ideas for our ads by discovering users who are interested in similar products or services to ours.
- Audience Insights help us build audiences to target when split testing our top of funnel Ad Sets.



The screenshot shows the Facebook Audience Insights interface. A red arrow points to the 'Audience Insights' tab in the top navigation bar. The main content area displays a 'CREATE AUDIENCE' sidebar on the left and a 'Choose an Audience to Start' modal in the center. The sidebar includes sections for Location (United States), Age and Gender (Age: 18+, Gender: All), and Interests. The modal offers two options: 'Everyone on Facebook' and 'People connected to your Page'. The background shows a 'People on Facebook' section with a bar chart.

Category	Percentage
55 - 64	15%
65 +	14%
13 - 17	13%
18 - 24	11%

Campaigns CE Clients (11108737992579... Updated 23 minutes ago Discard Drafts **Review and Publish (3)**

Account Settings Ad Limits Per Page

Ads Manager

- Audiences
- Automated Rules
- Creative Hub
- Analyze and Report**
 - Ads Reporting
 - Analytics
 - Attribution
 - Audience Insights**
 - Brand Collabs Manager
 - Experiments

Ad Sets

A/B Test

Rules

View Setup Columns: Performance Breakdown Reports

Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
In Draft	Lowest cost	\$100.00 Daily	—	—	—	—	—	Ongoing
						\$0.41 Per Link Click	\$27.68	Ongoing
						\$2.06 Per Messaging Co...	\$35.10	Ongoing
						\$0.13 Per Post Engagem...	\$3.15	Ongoing
						\$0.16 Per Post Engagem...	\$43.61	Ongoing
						— Per 1,000 People ...	\$0.00	Ongoing
						—	\$109.54 Total Spent	

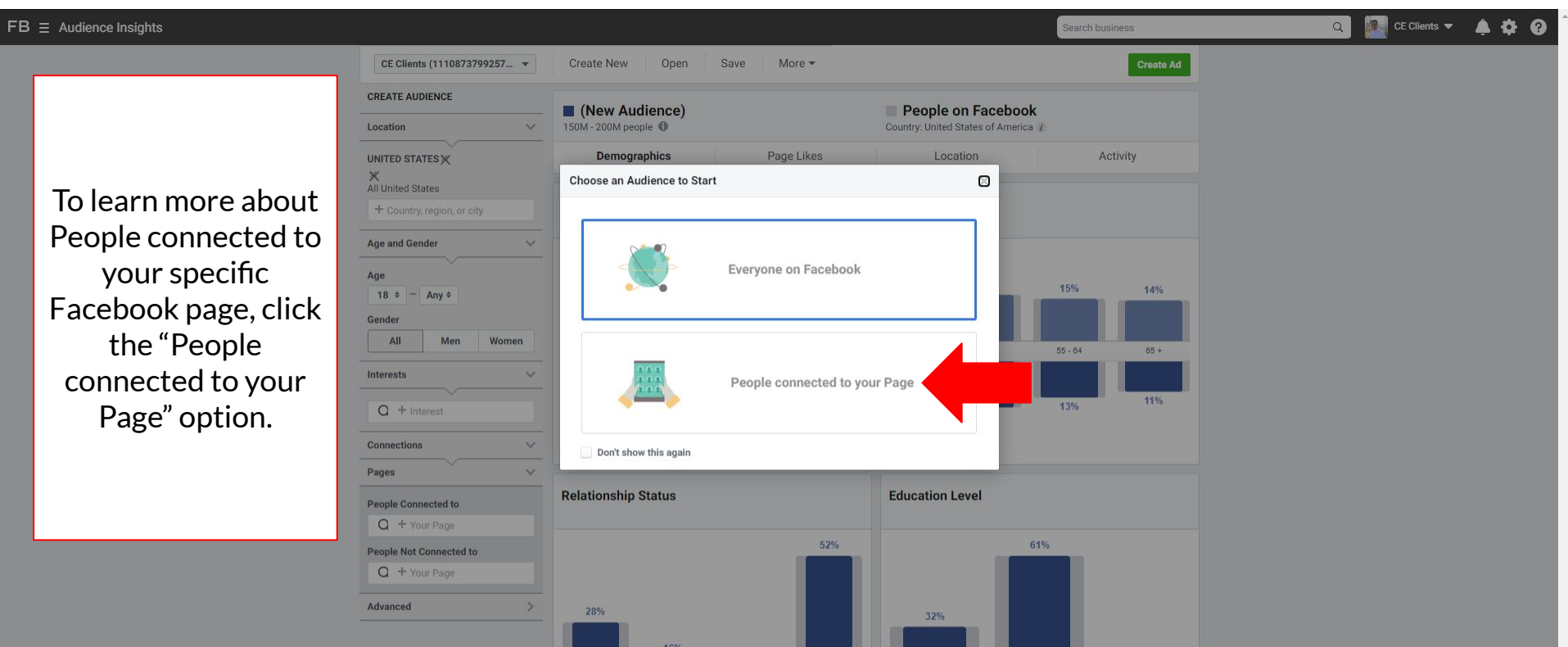
Click the main menu in the top left corner of your Facebook Ads Manager.

Scroll down to **Audience Insights** in the drop down menu.

<https://www.facebook.com/ads/audience-insights>

People Connected to Your Page

To learn more about People connected to your specific Facebook page, click the “People connected to your Page” option.



The screenshot shows the Facebook Audience Insights interface. On the left, a sidebar contains a 'CREATE AUDIENCE' section with filters for Location (United States), Age and Gender (Age: 18+, Gender: All), Interests, Connections, Pages, People Connected to (Your Page), People Not Connected to (Your Page), and an Advanced option. The main content area is titled '(New Audience)' and shows '150M - 200M people'. It features a 'Choose an Audience to Start' modal overlay with two options: 'Everyone on Facebook' and 'People connected to your Page'. A red arrow points to the 'People connected to your Page' option. The background shows various demographic charts including Demographics, Relationship Status, and Education Level.

FB Audience Insights

Search business

CE Clients

Create New Open Save More

Create Ad

CE Clients (1110873799257...)

CREATE AUDIENCE

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18 - Any

Gender

All Men Women

Interests

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

150M - 200M people

People on Facebook

Country: United States of America

Demographics Page Likes Location Activity

Choose an Audience to Start

Everyone on Facebook

People connected to your Page

Don't show this again

Relationship Status

Education Level

28% 52% 61% 32%

CE Clients (1110873799257...)

Create New

Open

Save

More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

Q

+ Interest

Connections

Pages

People Connected to

Q

+ Your Page

People Not Connected to

Q

+ Your Page

Advanced

(New Audience)

150M - 200M people

People on Facebook

Country: United States of America

Demographics

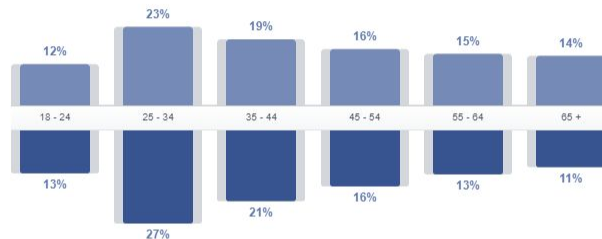
Page Likes

Location

Activity

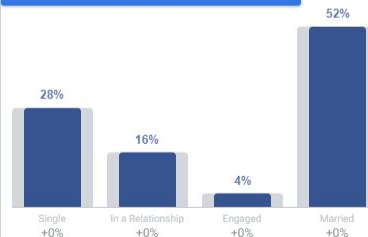
Age and Gender

56% Women
56% All Facebook

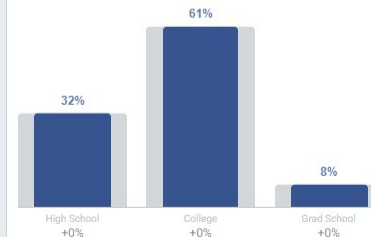


Relationship Status

Enter the name of your Page here.



Education Level



Job Title

Report a Problem

Then enter your Facebook Page name here.



Create New Open Save More ▾

Create Ad

CREATE AUDIENCE

Location ▾

UNITED STATES ✕

✕ All United States

+ Country, region, or city

Age and Gender ▾

Age

18 ▾ Any ▾

Gender

All

Men

Women

Interests ▾

C + Interest

Connections ▾

Pages ▾

People Connected to

PAGE

Coursenvy

C + Your Page

People Not Connected to

C + Your Page

Advanced >

(New Audience)

1K people ⓘ

People on Facebook

Country: United States of America ⓘ

Demographics

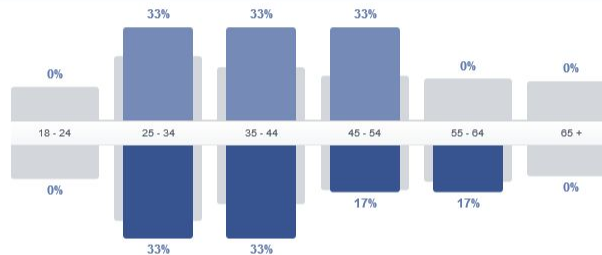
Page Likes

Location

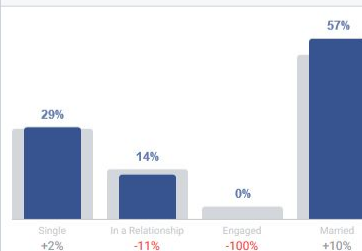
Activity

Age and Gender

43% Women
56% All Facebook



Relationship Status



Education Level



Now we can review
our Audience
Insights for our
specific Facebook
Page Coursenvy.



Everyone on Facebook

If you don't have a very large page following, I suggest using the "Everyone on Facebook" option to learn Audience Insights about other pages!

The screenshot shows the Facebook Audience Insights interface. On the left is a sidebar with filters for Location (United States), Age and Gender (Age: 18+, Gender: All), Interests, Connections, Pages, and People Connected to. The main content area is titled '(New Audience)' and shows '150M - 200M people'. Below this are tabs for Demographics, Page Likes, Location, and Activity. A modal window titled 'Choose an Audience to Start' is open in the center. It contains two options: 'Everyone on Facebook' (highlighted with a red arrow) and 'People connected to your Page'. The background shows various demographic charts like Relationship Status and Education Level.

FB Audience Insights

Search business

CE Clients

Create New Open Save More

Create Ad

CE Clients (1110873799257...)

CREATE AUDIENCE

Location UNITED STATES X All United States + Country, region, or city

Age and Gender Age 18+ Any Gender All Men Women

Interests + Interest

Connections

Pages

People Connected to + Your Page

People Not Connected to + Your Page

Advanced

(New Audience) 150M - 200M people

People on Facebook Country: United States of America

Demographics Page Likes Location Activity

Choose an Audience to Start

Everyone on Facebook

People connected to your Page

Don't show this again

Relationship Status

Education Level

Justin Mark (168316617193...)

Create New Open Save More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES X

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

150M - 200M people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

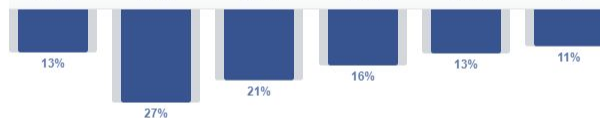
Activity

Add or remove locations here to change your selected audience.

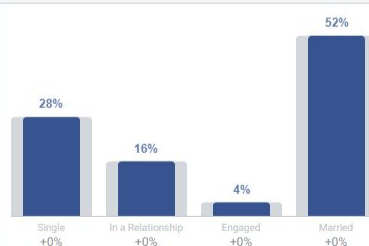
56% Women
56% All Facebook



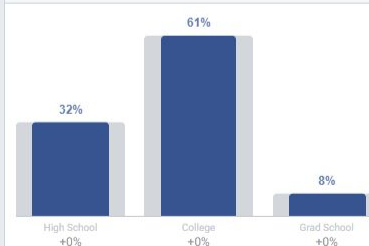
45% Men
45% All Facebook



Relationship Status



Education Level

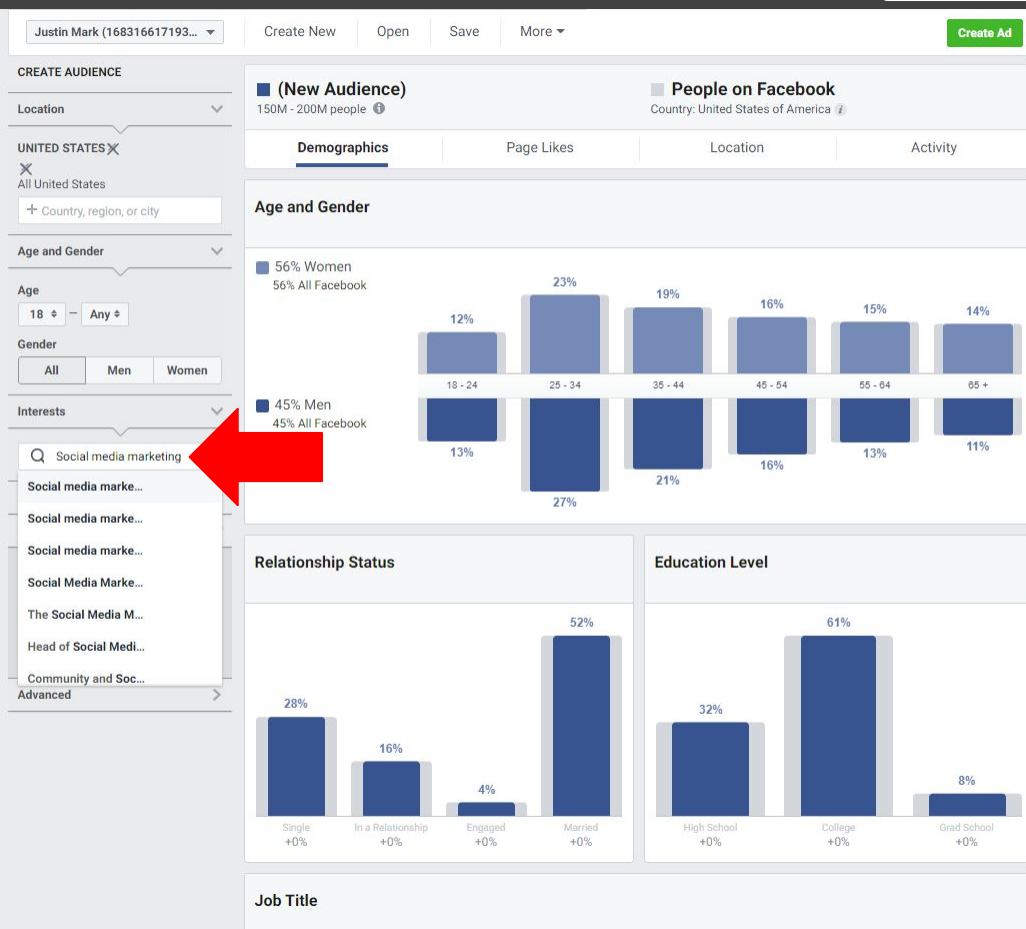


Job Title

First, select the Location you want to research on Facebook.

Here you can add an “Interest” to see the data related to it.

I have searched “social media marketing” to see the data of people interested in “Social media marketing”.



Justin Mark (168316617193...)

Create New Open Save More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES X

All United States

+ Country, region, or city

Age and Gender

Age

18 - Any

Gender

All

Men

Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE X

Social media marketing

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

2M - 2.5M people

People on Facebook

Country: United States of America

Demographics

Page Likes

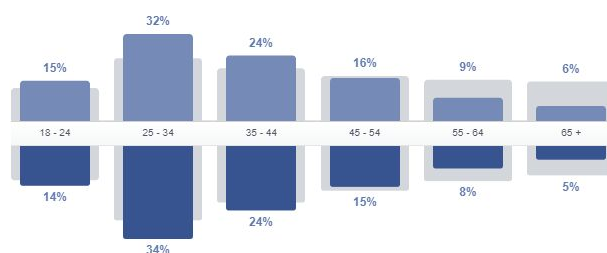
Location

Activity

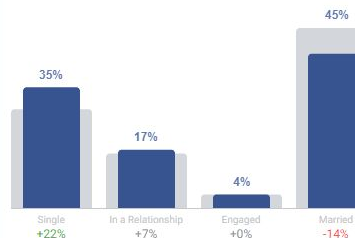
Age and Gender

58% Women
56% All Facebook

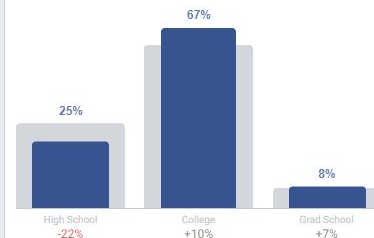
42% Men
5% All Facebook



Relationship Status



Education Level



Job Title

Now the Interest "Social media marketing" has been added. Just click the "X" to remove it. I suggest testing ONE interest at a time.

Justin Mark (168316617193...)

Create New Open Save More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES X

All United States
+ Country, region, or city

Age and Gender

Age

18 - Any

Gender

All Men Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE X

Social media marketing

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

2M - 2.5M people

People on Facebook

Country: United States of America

Demographics



More Likes

Location

Activity

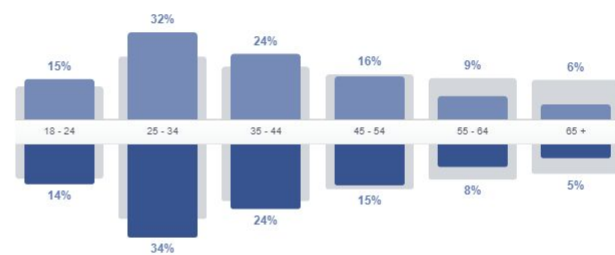
Age and Gender

58% Women

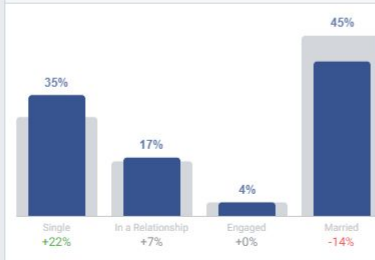
56% All Facebook

42% Men

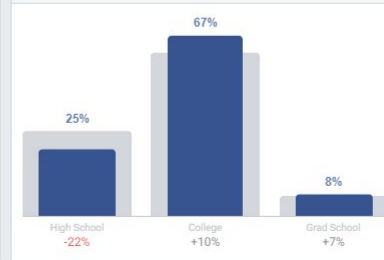
45% All Facebook



Relationship Status



Education Level

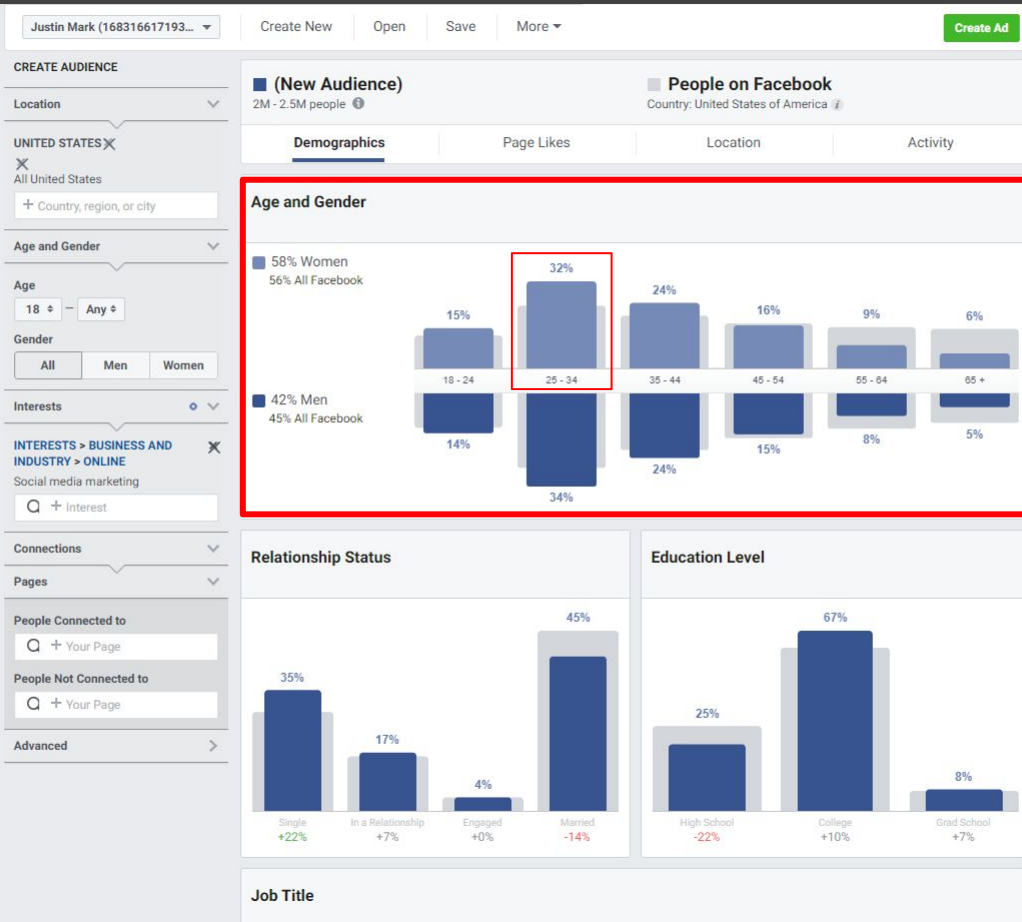


Job Title

The first tab to review is Demographics.

Report a Problem

Here you can see that **58% of all Women** and **32% of Women in the age group (25-34)** are interested in “Social media marketing”. So make sure to take notes as you research. For example, I will use this data to build out target markets to test in my Ad Sets of future ad campaigns.



Connections

Pages

People Connected to

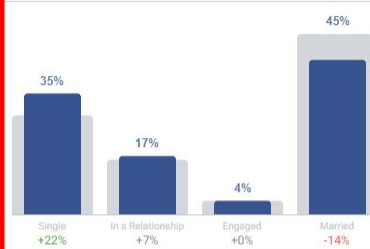
Q + Your Page

People Not Connected to

Q + Your Page

Advanced

Relationship Status



Education Level



Job Title

Job Title	Selected Audience	Compare
Arts, Entertainment, Sports and Media	16%	+76%
Management	21%	+41%
Sales	29%	+30%
Business and Finance	12%	+24%
Legal Services	1%	+18%
IT and Technical Services	6%	+9%
Computation and Mathematics	6%	+9%
Administrative Services	27%	+9%
Food and Restaurants	9%	+4%
Community and Social Services	8%	+0%

See All

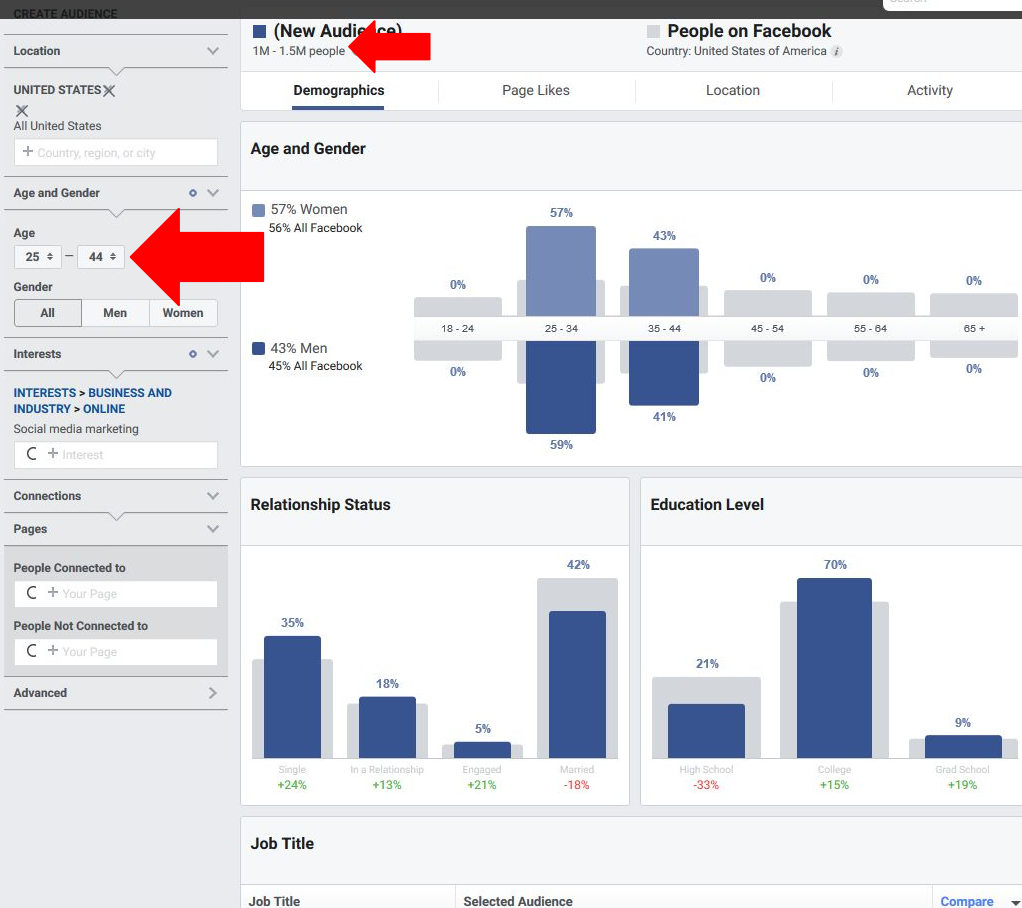
Report a Problem

When we scroll down on this page, you can see **Relationship Status** and **Educational Level** of the people who interested in “Social Media Marketing”. This data can further help you to build out potential target audiences.

For example, we could create an ad targeting users who “graduated from college” via Detailed Targeting since we know now that 67% of our target audience has that Education Level.

If you know your target demo, you can dig deeper on data specific to that audience.

For example, we know our students are typically aged 25-44. So we selected that age and now these Audience Insights output results specific to that age only. Also notice how the target audience size decreased as well.



CREATE AUDIENCE

Location

UNITED STATES

All United States

Country, region, or city

Age and Gender

Age

25 - 44

Gender

All

Men

Women

Interests

INTERESTS > BUSINESS AND
INDUSTRY > ONLINE

Social media marketing

Interest

Connections

Pages

People Connected to

Your Page

People Not Connected to

Your Page

Advanced

Language

Relationship Status

Education

Work

Market Segments

Parents

(New Audience)

1M - 1.5M people

People on Facebook

Country: United States of America

Demographics

Page Likes

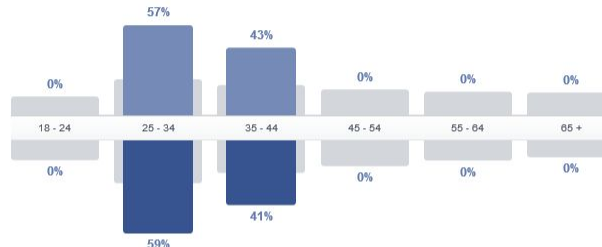
Location

Activity

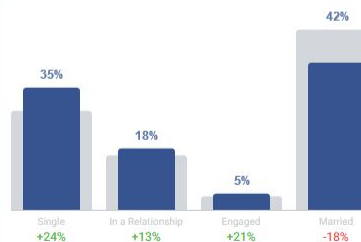
Age and Gender

57% Women
56% All Facebook

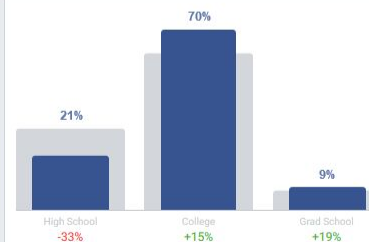
43% Men
45% All Facebook



Relationship Status



Education Level



Job Title

You can further
FILTER these
Audience Insights via
this "Advanced" menu
option.



Justin Mark (168316617193...)

Create New

Open

Save

More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18

Any

Gender

All

Men

Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE

Social media marketing

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

2M - 2.5M people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Activity

Top Categories

1	Entrepreneur	Gary Vaynerchuk
2	Company	Small Business Saturday
3	Media/News Company	The Penny Hoarder • Netflix
4	Comedian	Rickey Smiley • Katt Williams
5	Musician	Maxwell • Erykah Badu
6	Public Figure	Iyanla Vanzant • Derrick Jaxn • Tony Robbins • Dave Ramsey • Kountry Wayne
7	Entertainment Website	The Shade Room • The Boondocks
8	Travel Agency	Bookvip.com
9	Software	Shopify
10	Specialty Grocery Store	Whole Foods Market

See All

Page Likes

Page	Relevance	Audience	Facebook	Affinity
Gary Vaynerchuk	1	132.4K	3.2m	35x
Iyanla Vanzant	2	88.2K	2.3m	32x
H&M	3	95.4K	2.6m	30x
Derrick Jaxn	4	86.3K	2.4m	30x

Next is the **Page Likes** tab.

First we'll review the "Top Categories". Here you can see the page categories and pages liked by the people who are interested in "Social media marketing". These pages are perfect Ad Set targeting split tests.

So if you don't recognize a Facebook Page name, just click on it to open it in a new tab.

Justin Mark (168316617193...)

Create New Open Save More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES X

All United States

+ Country, region, or city

Age and Gender

Age

18 - Any

Gender

All Men Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE

Social media marketing

(New Audience)

2M - 2.5M people

People on Facebook

Country: United States of America

Demographics Page Likes Location Activity

Top Categories

1	Entrepreneur	Gary Vaynerchuk
2	Company	Small Business Saturday
3	Media/News Company	The Penny Hoarder • Netflix
4	Comedian	Rickey Smiley • Katt Williams
5	Musician	Maxwell • Erykah Badu
6	Public Figure	Iyanla Vanzant • Derrick Jaxn • Tony Robbins • Dave Ramsey • Kountry Wayne
7	Entertainment Website	The Shade Room • The Boondocks

Once I find 5-10 Facebook Pages relevant to my brand/niche, I will create a Facebook ad split testing targeting all of these interests one at a time.



Gary Vaynerchuk

@gary

Home

About

Posts

Videos

Photos

Live

Twitter

Community

Groups

Like Follow Share ...

Contact Us Send Message

Create Post

Write a post...

Photo/Video Tag Friends Get Messages ...

Posts

 Gary Vaynerchuk

39m

Call it karma, a secret, or the law of attraction. The result is the same. Do you agree Facebook?

Who is Gary Vaynerchuk?

Gary Vaynerchuk is the chairman of VaynerX, a modern-day media and communications holding company an...

See More

Community

See All

For example, I will create 5 separate Ad Sets and target ONE of these Pages per Ad Set via Detailed Targeting (creating a true split test targeting ONE audience at a time so we can identify the best performing audience):

- Gary Vaynerchuk
- Small Business Saturday
- The Penny Hoarder
- Tony Robbins
- Shopify

- For example, I will create 5 separate Ad Sets and target ONE of these Pages per Ad Set via Detailed Targeting (creating a true split test targeting ONE audience at a time so we can identify the best performing audience):
- Gary Vaynerchuk
 - Small Business Saturday
 - The Penny Hoarder
 - Tony Robbins
 - Shopify

TRAF-TOF-MBAalt99-LA-10-19 > LA (US, 1%) - CL - BUYERS

Edit

Review

Age

25

54

Gender

All genders

Detailed Targeting

Include people who match

shopify|

Suggestions Browse

Shopify

Shopify

Save this audience

Audience Definition

Specific

Broad

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Size: 27,655,860

Interests > Additional Interests > Shopify

Description: People who have expressed an interest in or like pages related to *Shopify*

Report this as inappropriate

Placements

Learn More

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

Discard Draft

Publish



Justin Mark (168316617193...)

Create New Open Save More

CREATE AUDIENCE

Location

UNITED STATES

Age and Gender

Age

Gender

Interests

Connections

Pages

Advanced

(New Audience)

1M - 1.5M people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Act

Top Categories

1	Pet Supplies	Chewy • PetSmart • Petco
2	Community	UPS Dogs • Oldtimers
3	Pet Service	BarkBox • Animal Rescue Home • American Kennel Club • I Love My Dog
4	Nonprofit Organization	The Humane Society of the United States
5	Food & Beverage Company	Keurig • Betty Crocker
6	Company	Shutterfly • Walgreens
7	Women's Clothing Store	Chic Soul • The Mint Julep Boutique
8	Collectibles Store	The Bradford Exchange
9	Kitchen/Cooking	Pillsbury • 12 Tomatoes
10	Breakfast & Brunch Restaurant	Cracker Barrel Old Country Store
11	Cafe	Panera Bread
12	Shopping & Retail	Brad's Deals • Michaels Stores • Groupon • ShopClub • Bath & Body W
13	Cause	The Animal Rescue Site by GreaterGood • The Veterans Site by GreaterGood
14	TV Show	This Is Us • Freeform's 25 Days of Christmas
15	Weight Loss Center	WW (formerly Weight Watchers)
16	Real Estate	For The Love Of Old Houses
17	Broadcasting & Media Production Company	Madly Odd

The goal is to retarget **WARM AUDIENCES** (Custom Audiences of users who visited your website and you tracked via the Facebook Pixel).

But when you are just starting out with Facebook ads (top of funnel ads), you will need to target someone with your ads, so I always suggest Facebook pages that are **eCommerce brands or charity**. These Facebook page fans are typically more willing to make a **purchase**. So for this example, I searched “dog toy” and found the Facebook pages that represent dog toy eCommerce brands and dog charities.

Justin Mark (168316617193... Create New Open Save More Create Ad

CREATE AUDIENCE

Location

UNITED STATES X
All United States
+ Country, region, or city

Age and Gender

Age 18 - Any

Gender All Men Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE
Social media marketing
Q + Interest

Connections

Pages

People Connected to
Q + Your Page

People Not Connected to
Q + Your Page

Advanced >

(New Audience) 2M - 2.5M people

People on Facebook Country: United States of America

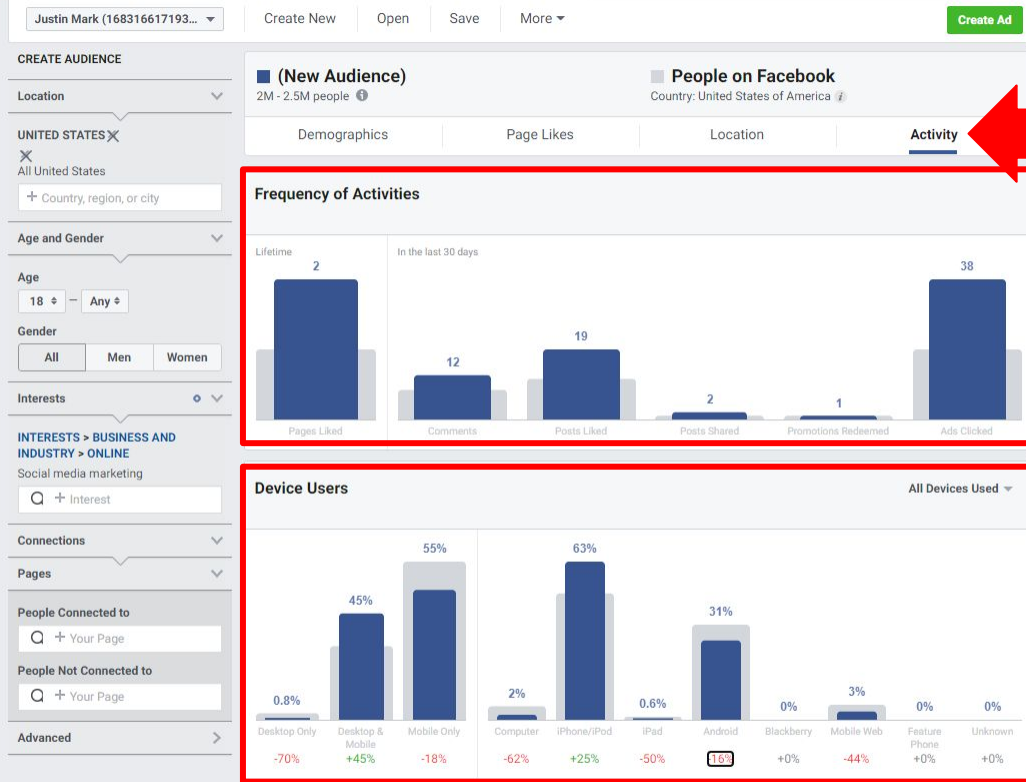
Demographics Page Likes **Location** Activity

Top Cities	Top Countries	Top Languages
Cities	Selected Audience	Compare
Atlanta, Georgia, United States	0.8%	+167%
Fulton County, Georgia, United States	0.8%	+167%
Miami, Florida, United States	0.7%	+133%
Sacramento, California, United States	0.2%	+100%
Washington D.C., Washington, District of Columbia, United States	0.4%	+100%
Orlando, Florida, United States	0.4%	+100%
Tampa, Florida, United States	0.2%	+100%
Detroit, Michigan, United States	0.2%	+100%
The Bronx, New York, United States	0.4%	+100%
Brooklyn, New York, United States	0.4%	+100%
See All		

In the **Location** tab, you can select the best locations for your ads to target people who are interested in "Social media marketing".

In the **Activity** tab you can see what activities your audience usually performed on facebook.

For example, **Likes, Comments, Shares, or Ads Clicked**



Here you can see the devices used by this audience in the past 30 days.

Justin Mark (168316617193...)

Create New Open Save More

CREATE AUDIENCE

Location

UNITED STATES

Age and Gender

Age

Gender

Interests

Connections

Pages

Advanced

(New Audience)

2.5M - 3M people

People on Facebook

Country: United States of America

Demographics

Page Likes

Location

Top Categories

1	Author	Tim Ferriss • Dr. Wayne W. Dyer
2	Blogger	The Points Guy
3	TV Channel	VICE TV
4	Food & Beverage Company	Dos Equis • Chipotle Mexican Grill
5	Publisher	Entrepreneur
6	Sports League	UFC
7	Clothing (Brand)	Grunt Style • Under Armour
8	Health/Beauty	Dollar Shave Club
9	News Personality	Tomi Lahren • Ben Shapiro
10	Public Figure	Eric Thomas • Mark Cuban • Les Brown • Tony Robbins • Joe Rogan

See All

Page Likes

Page	Relevance	Audience	Facebook	Affinity
Gary Vaynerchuk	1	1.4m	3.2m	301x
Tim Ferriss	2	145.3K	834.2K	118x
Eric Thomas	3	166.2K	1.1m	105x
Mark Cuban	4	121.1K	1.1m	74x

Another great idea is to search each suggested “Page Like” page to further expand your targeting options.

For example, when we searched the Interest “Social media marketing” a Page Likes option was “Gary Vaynerchuk”. As you can see, we are now searching that Interest to get more targeting ideas. So next I will search the “The Points Guy” page under Interests.

You can continue diving deeper into this search to build out a perfect customer “AVATAR” to target in your top of funnel ads.

